QUICK CHEK & RJR

COMBINING RESOURCES

A PROMOTIONAL ALLIANCE
June 1996

R.J. Reynolds Tobacco Company

51847 1387

1:5/17/96

Source: https://www.industrydocuments.ucsf.edu/docs/ztxy0000

DIRECT MARKETING PROGRAM FOR *QUICK CHEK*

QUICK CHEK CUSTOMERS ARE *RJR* CUSTOMERS

Together We Serve Them Better!

51847 1388

2:5/17/96

Source: https://www.industrydocuments.ucsf.edu/docs/ztxy0000

Why Direct Marketing?

- Influences purchase decisions of promotion sensitive customers prior to retail visits.
- Impacts customers not effectively reached by other vehicles.
- Not just a coupon vehicle!
- It is a stealth approach to gain competitive advantage - prevents price wars.
- *One of the fastest growing/most popular practices among retailers is targeted direct marketing - way of the future!

*1995 Donnelly Marketing 17th Annual Survey of Promotional Practices

3:5/17/96

51847 1389

Source: https://www.industrydocuments.ucsf.edu/docs/ztxy0000

Benefits to *QUICK CHEK*

- **Opportunity for *QUICK CHEK* to participate in a direct marketing program utilizing the RJR database of promotionally responsive households.**

- **Provides a vehicle to bring in new customers, build store traffic and increase sales with previously inaccessible competitive customers.**

- **Households in *QUICK CHEK's* trading areas will receive custom designed mailing with *QUICK CHEK's* logo and special offers.**

51847 1390

Source: https://www.industrydocuments.ucsf.edu/docs/ztxy0000

Benefits to *RJR*

- **Offers added value to *RJR* customers.**
- **Increases sales of *RJR* products.**
- **Strengthens the impact and relevance of *RJR* promotional activity.**

51847 1391

Source: https://www.industrydocuments.ucsf.edu/docs/ztxy0000

Resources

RJR Provides:

- Database names and targeting expertise.
- Creative development of the mailer.
- Program administration.

RJR Retailer Accrual Program Provides:

- Funding of coupon redemption via *RJR's* match dollars.
- Funding for printing and postage of mailer via *QUICK CHEK's* match dollars.

51847 1392

Source: https://www.industrydocuments.ucsf.edu/docs/ztxy0000

Resources

QUICK CHEK Provides:

- **Corporate logo on disc or first generation Black & White ad slick with PMS color breaks indicated.**
- **Camera-ready art for *QUICK CHEK's* promotional top panel.**
- **Feedback after program has ended.**

51847 1393

7:5/17/96

Source: https://www.industrydocuments.ucsf.edu/docs/ztxy0000

Information

- **Top panel art due May 20 for August 19 mailout date. Send to RJR ad agency, Coyne Beahm, to the attention of Rebecca Barker, 8515 Triad Drive, Colfax, NC 27235. Their phone number is 910-996-1255 and Fax 910-996-7789.**

- **Art can be reproduced using 4-color process, if desired.**

- **Chain logo and top panel camera-ready art should be provided on disc in Macintosh Format with EPS art files created in either freehand or Quark Software. Include original art files and all screen & printer fonts used (Adobe only).**

- ***RJR* product coupons will be retailer coupons (not manufacturer's).**

51847 1394

Source: https://www.industrydocuments.ucsf.edu/docs/ztxy0000

PROJECTED POSTCARD COST

QUICK CHEK

(Initial Counts)

Offer: Postcard Announcing Special Program

Brand(s): All Brand Styles
of Households: 44,000

Production/Postage Costs **$10,560**

(# Households X $.24)

State: New Jersey

BUDGETPC.XLS 5/31/96

51847 1395

Source: https://www.industrydocuments.ucsf.edu/docs/ztxy0000